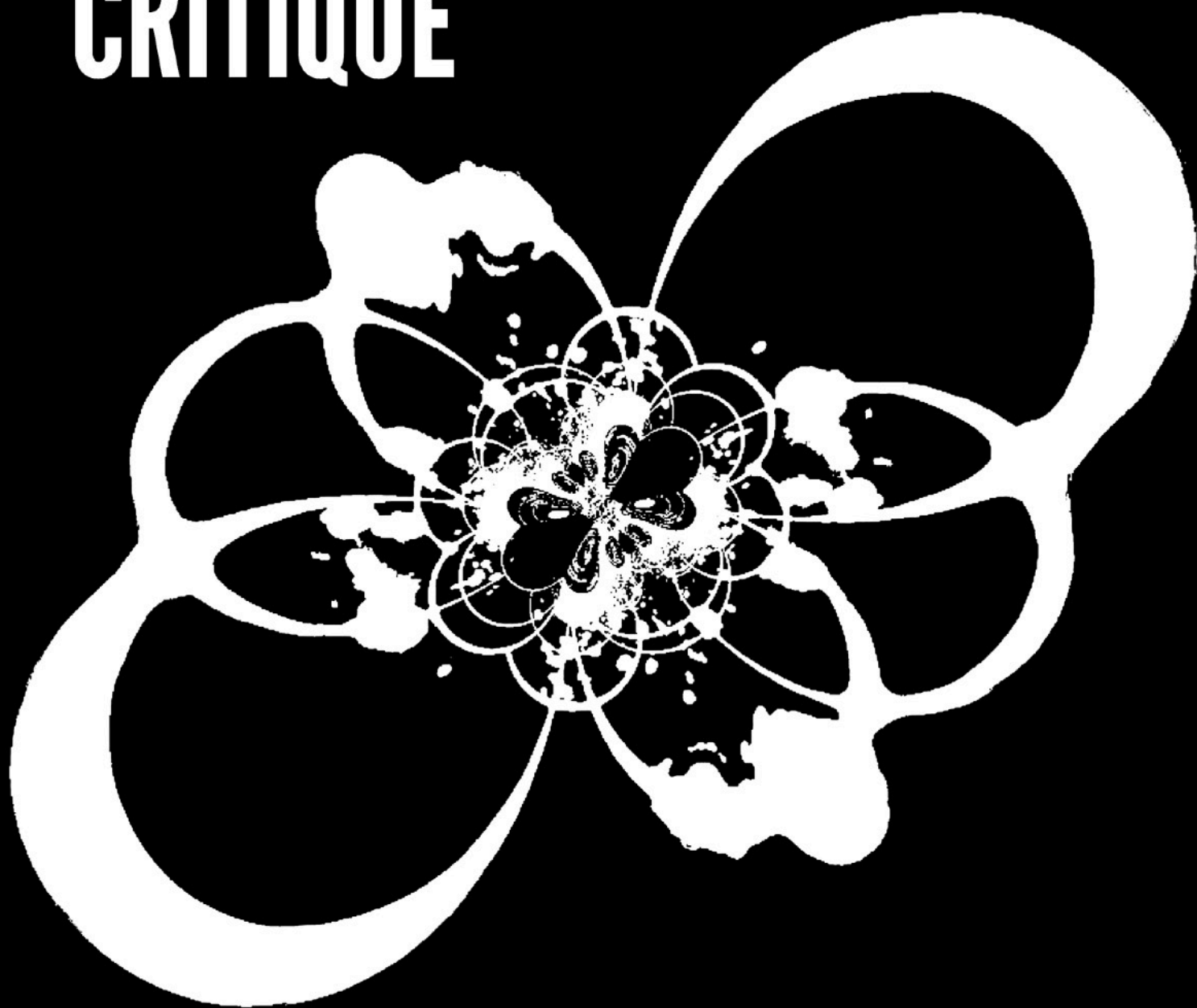


THE COSMONIKER CRITIQUE



SUM BUNNY

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How Bad Branding Made the Universe Scarier Than It Is
A Proposal for Humane Cosmology

By Sum Bunny

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A Proposal for Humane Cosmology

RE-NAMING THE UNIVERSE

I. Preamble — Why Names Matter

Language is the operating system of thought. Before we calculate the universe, we imagine it, and our imagination is constrained by the file names we assign to reality. If you corrupt the file name, you corrupt the user's ability to access the file.

Humans think in metaphors first and equations second. A name frames a mood; that mood shapes cognition; and cognition shapes the questions we bother to ask. The goal of this critique is to propose a "humane cosmology" — one that remains rigorously physically accurate but emotionally survivable. We need a lexicon that invites us in rather than locking us out.

II. The Parable of the Well

Consider a child standing at the edge of a deep, dark shaft in the earth. If you tell her, "This is a Bottomless Hole; everything that falls in vanishes forever," she will recoil. She will view the shaft as a threat, a negation of safety. She will back away.

But if you tell her, "This is a Great Bell; if you drop a stone, the earth will ring, and the sound will tell us how deep the world is," she will lean forward. She will listen.

In both cases, the gravity is the same. The depth is the same. The danger of falling is the same. But the first name invokes a *void* and triggers a defense response. The second name invokes a *structure* and triggers an inquiry response. By naming black holes "holes," we have taught the public to back away from the most profound instrument in the cosmos.

III. The Problem — An Absence-Based Lexicon

Modern cosmology suffers from a profound naming error. We have populated our map of the universe with terms that suggest a spooky cellar: "Dark Matter," "Dark Energy," "Black Hole," and "Void."

This is an **absence-based lexicon**. To the human mind, "Dark" implies a void, a negation, or something hidden. It suggests that the majority of reality is a "Dark Sector" that is fundamentally unintelligible or hostile. This creates a narrative where humanity is trapped in a cold, dead warehouse of invisible monsters.

This linguistic framing is a philosophical mismatch. The actual universe is not a collection of spooky absences; it is a dynamic system of structure, rhythm, and geometry. By using "nihilistic" names, we obscure the functional beauty of the system.

IV. Historical Vignette: The Fossilized Error

We have been here before. In the 18th century, astronomers pointed their telescopes at fuzzy, round objects that resembled the disks of distant worlds. They called them "planetary nebulae."

The name was a mistake of low resolution. These objects had nothing to do with planets; they were the expanding death-shrouds of stars. Yet the name stuck. Three hundred years later, every astrophysics professor must waste precious minutes de-programming students: "*Despite the name, these are not planets.*"

We are making the same mistake today. We label the "Dark Sector" based on our own optical blindness rather than its physical function. We are creating the "planetary nebulae" of the 21st century—fossilized errors that future generations will have to unlearn before they can understand the physics.

V. Function over Fear — Naming by Verbs

The solution is to shift from an ontology of substance (nouns) to an ontology of action (verbs). We must stop naming things by what we *don't* know about them (e.g., "Dark" because we can't see it) and start naming them by what they *do*.

In a universe defined by motion, a noun-based ontology is an inherent distortion. We need to name the *praxis*—the practice or action—of the object.

- Instead of "Dark Matter," we look at the action of **Holding** (Structure).
- Instead of "Dark Energy," we look at the action of **Opening** (Expansion).
- Instead of "Black Hole," we look at the action of **Transforming** (Threshold).

VI. The Renaming: Three Case Studies

1. The Threshold (Black Hole)

- **Current Name:** Black Hole. "Hole" implies a static drain or a breakage in reality.
- **The Function:** These objects curve the local environment to its absolute limit, ringing like bells when struck (Armature Ripples) and processing matter that has lost equilibrium.
- **The Humane Name: The Threshold or Horizon Resonator.** These names acknowledge that the object is an engine of state change and resonance, not a trash can.

2. The Architect (Dark Matter)

- **Current Name:** Dark Matter. "Dark" is an admission of ignorance and implies a shadow.
- **The Function:** It builds the scaffold. It binds spinning galaxies together. It is the "Conservative Principle" of the cosmos, providing the gravitational armature upon which the visible world hangs.
- **The Humane Name: The Architect or Framework Mass.** This teaches the student that the invisible substance is constructive, not obscuring.

3. The Breath (Dark Energy)

- **Current Name:** Dark Energy. Suggests a vague, sinister power source.
- **The Function:** It stretches the metric of spacetime, dilutes cosmic density, and paces the timeline of the universe. It creates the room for events to happen.
- **The Humane Name: The Breath or Expansion Medium.** This frames the expansion not as an explosion, but as a respiration—a necessary opening of the system.

VII. Two Languages: The Label and the Handle

Critics argue that precise technical terms (like Lambda-CDM) are necessary for science. This is true. But we must distinguish between the **Label** (the technical pointer used by experts) and the **Handle** (the conceptual interface used by the public).

- **The Label** is for calculation. It must be unique and rigorous (e.g., Λ , $G_{\mu\nu}$, Sagittarius A*).
- **The Handle** is for cognition. It must be intuitive and generative (e.g., The Breath, The Threshold).

Physicists already understand that names are "vibes"—we utilize terms like "charm," "strange," and "color" charge to distinguish particles, relying on whimsy to map the subatomic world. We simply haven't used that power for the public yet.

We do not need to burn the technical journals. We need to build better Handles for the public imagination. A student who grasps "The Architect" will intuitively understand gravitational lensing (seeing the scaffold distortion) faster than one wrestling with "Dark Matter." We are not replacing rigor; we are adding traction.

VIII. Narrative Cosmology

We must acknowledge that a cosmology is also a story. The specific words we choose to describe the universe determine the genre of that story.

If the story begins with emptiness, darkness, and voids, the emotional stance of the listener becomes **defensive**. We feel small, alienated, and besieged by a hostile nothingness. But if the story begins with structure (Architect), breath (Expansion), and thresholds (Transformation), the stance becomes **participatory**. We realize we are not victims of the void, but components of a rhythmic system. Language determines whether we view the universe as a graveyard or an orchestra.

IX. The Sum Bunny Lexicon

A Proposal for a Verb-Based Cosmology

Old Term	The Core Verb (Function)	The Proposed Name	The Rationale
Dark Matter	To Hold / To Build	The Architect	It scaffolds and binds the
Dark Energy	To Open / To Stretch	The Breath	It creates space and paces time.
Black Hole	To Change / To Renew	The Threshold	It processes matter at the limit.
Baryonic Matter	To See / To Witness	The Witness	It is the locus of observation.
Singularity	To Ring / To Resonate	The Armature	It is a structured, oscillating limit.

X. The Lexicon of 2525

Five centuries from now, our descendants will likely view the term "Dark Matter" with the same quaint amusement we reserve for "the ether" or "phlogiston." They will look back at the early 21st century as a time when humanity, dazzled by its new telescopes but limited by its old vocabulary, labeled the structural pillars of the universe as shadows.

In that future, they will not speak of darkness. They will speak of the **Great Respiration** of the metric. They will map the **Filaments of the Architect**. They will listen to the chords of the **Thresholds**. (These are not necessarily predictions of future jargon, but proposals for a humane interface in the present.) They will see us not as people lost in the dark, but as the first generation to sense the shape of the light, struggling to find the words to welcome it.

XI. Conclusion — Renaming as Candle-Lighting

We cannot change the physics of the universe. The equations of the *Universal Basic Equation* (R and D) remain true regardless of what we call them. But we can change the interface.

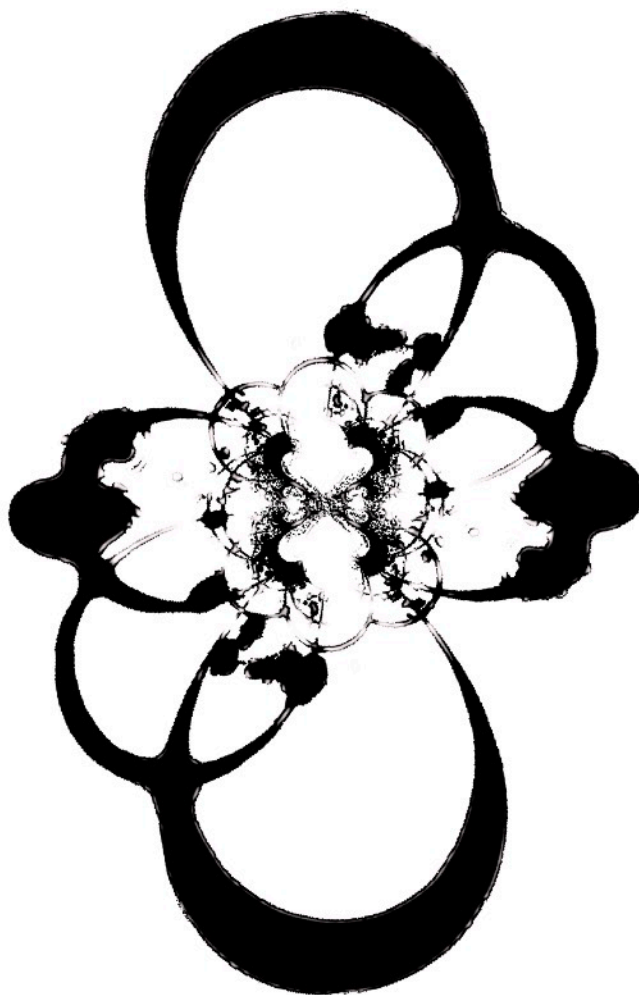
"Better to light a candle than curse the darkness." In cosmology, our words are the candles. By renaming the "Dark Sector" to the "Praxis Sector," we stop cursing the invisible and start recognizing the machinery of our own existence. We are not lost in a dark forest; we are living inside a continuous performance of practice.

The universe is not made of darkness. It is made of verbs. And we have the power to speak them.

Part of the Sum Bunny Canon (Ark Hive Press, 2025).

This book was written through a collaboration between a human author and AI systems acting as analytical tools. The machines provided structure; the human provided judgment. Nothing appears here that the author did not personally create, refine, choose, and claim.)

Hey Josiane, How does it feel to be the most amazing person in the whole universe?
Sum Bunny Loves You!!!



FREE FLASH